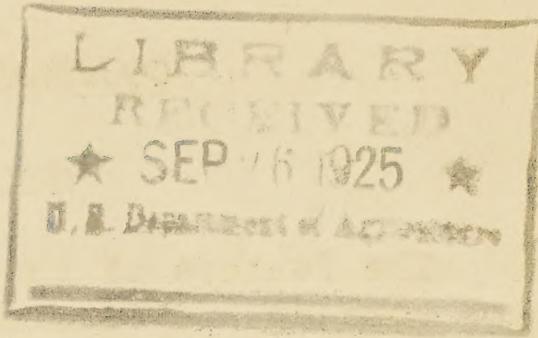


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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Office of Exhibits

A Summary of the Exhibit

COOPERATIVE MARKETING

A symbolic scenic exhibit showing the benefits to be derived from cooperative marketing.

Specifications

Floor space - - - - - 11 ft. front,
6 ft. 3 inches
wide

Wall space- - - - - None

Shipping weight - - - - 1025 lbs.

Electrical requirements - 110 volts A.C.
current. 1000 watts needed for small
motor and light.

COOPERATIVE MARKETING

How It Looks

The feature of this exhibit is seen in the center section and consists of a reproduction of a scene including a train crossing a bridge over a wide river; carrying produce from the farming country at the left to the city shown at the right. The miniature train operated by an electric motor crosses the bridge and disappears only to repeat its run every few minutes. The time of the scene is just at sunrise as can be seen by the globe imitating the red appearance of the sun early in the morning. This symbolic exhibit is called "The Dawn of a Better Day", and signifies that cooperative marketing will be of benefit to producers and consumers.

The side sections are devoted to text relating to cooperative marketing essentials and marketing opportunities. The booth is 11 feet across the front, 6 feet, 3 inches wide, and 7 feet 11 inches high.

What It Tells

Cooperative marketing is one route by which commodities may be transferred from the producer to the consumer.

Ideally, it means better marketing. For that reason it is represented as a substantial bridge over which dairy products may move to market without encountering curves or grades that mean delay and added costs.

It is a direct route. Products marketed cooperatively do not take a side trip through speculative channels.

It is a safe route, if the cooperative bridge is strong.

The bridge engineer estimates the maximum load that the structure will have to bear, and then adds additional strength as a "factor of safety". The same principle should be observed in building a cooperative organization.

The best bridge will deteriorate and become unsafe if no attention is paid to its maintenance. The maintenance of the cooperative bridge is the responsibility of the producers and the officers and managers that they employ.

The factors essential to the safety and efficiency of the cooperative route to market are shown in the panel to the left.

The results of efficient cooperative marketing are shown under "Cooperative marketing opportunities" in the panel to the right.

The realization of these opportunities depends primarily on the factor already mentioned -- a sound marketing structure adequately maintained.

Where To Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D. C.

U.S.D.A. Bulletin - 1144 Cost of Milk Production on 48 Wisconsin Farms

U.S.D.A. Bulletin - 937 Cooperative Grain Marketing

U.S.D.A. Misc.Circ-- 11 A Selected and Annotated Reading List

U.S.D.A. Bulletin - 1109 Sales Methods and Policies of a Growers' National Marketing Agency

U.S.D.A. Bulletin - 1266 Agricultural Cooperation in Denmark

U.S.D.A. Bulletin - 1302 Development and Present Status of Farmers' Cooperative Business

U.S.D.A. Bulletin - 1106 Legal Phases of Cooperative Associations

U.S.D.A. Bulletin - 1261 Operating Methods and Expenses of Cooperative Citrus-Fruit Marketing Agencies

Farmers' Bulletin - 1292 Organization and Management of Cooperative Shipping Associations.